

Message Text

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TO AMEMBASSY NAIROBI PRIORITY

INFO AMEMBASSY ADDIS ABABA

AMEMBASSY BLANTYRE

AMEMBASSY BUJUMBURA

AMEMBASSY DAR ES SALAAM

AMEMBASSY KHARTOUM

AMEMBASSY KIGALI

AMEMBASSY LUSAKA

AMEMBASSY MOGADISCIO

AMEMBASSY PORT LOUIS

AMEMBASSY TANANARIVE

AMCONSUL ZANZIBAR

UNCLAS STATE 230060

E.O. 11652: NA

TAGS: BEXP, OCON: KE

SUBJECT: REGIONAL CONFERENCE OF ECONOMIC/COMMERCIAL OFFICERS,
NAIROBI, OCTOBER 24-25, 1974

REF: NAIROBI 8539

1. WE COMMEND THE POSTS FOR THE COMPREHENSIVE CON-
FERENCE AGENDA (REFTEL.) WE CONCUR IN THE RECOMMENDED
TOPICS FOR DISCUSSION. IN ADDITION, WE SUGGEST THE FOLLOWING
POINTS BE INCLUDED IN THE THURSDAY, OCTOBER 24 IN-HOUSE
WORKING SESSIONS: (PARA. 5 REFTEL.)

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COUNTRY OVERVIEWS: DISCUSS HOW LOCAL CHAMBERS OF COMMERCE, EXPORT/INVESTMENT PROMOTION CENTERS OR OTHER ENTITIES COULD BE MORE FULLY UTILIZED FOR U.S. BUSINESS PROMOTION. EMPHASIS ON THE ETHIOPIAN BUSINESS CLIMATE REQUESTED. (PARA. 5-A REFTEL).

EXPORT OPPORTUNITIES ARISING FROM OIL WEALTH TRANSFERS:

WHICH COUNTRIES AND/OR PROJECTS APPEAR MOST LIKELY TO BENEFIT FROM ARAB FINANCING? (5-C).

SHIPPING AS FACTOR IN U.S. PROMOTIONAL EFFORTS: ADEQUACY OF PRESENT OCEAN SHIPPING FROM UNITED STATES TO EASTERN AFRICA AND POSSIBLE IMPACT OF SUEZ CANAL REOPENING. EFFECT OF PORT CONGESTION AND LONG TURNAROUND TIME ON U.S. SHIPPING (5-F).

2. INFORMATION CENTER IN NAIROBI: WOULD IT BE DESIRABLE FOR EMBASSY NAIROBI TO MAINTAIN A STOCK OF ECONOMIC TRENDS REPORTS, GLOBAL MARKET SURVEYS AND OVERSEAS BUSINESS REPORTS ON ALL COUNTRIES IN EASTERN AFRICA IN ORDER TO CALL THE ATTENTION OF AMERICAN BUSINESS VISITORS TO POSSIBLE MARKETS IN THE OTHER COUNTRIES?

3. OIL IMPORTS: EFFECT OF OIL IMPORTS ON EASTERN AFRICAN COUNTRIES PURCHASING POWER FOR U.S. EXPORTS.

4. MINI-MARKET SURVEYS: VOLUNTARY SUBMISSIONS OF MINI-MARKETS ANALYSES FOR USDOC USES IN ENCOURAGING TRADE MISSION MEMBERS TO VISIT SMALLER COUNTRIES WITH SPECIFIC MARKET OPPORTUNITIES FOLLOWING COMPLETION OF SCHEDULED TM STOPS. ANALYSES COULD BE BRIEF - A PAGE OR TWO-BUT SHOULD INCLUDE INTERVIEWS WITH END USERS OF PRODUCTS OR SERVICES INVOLVED.

5. COMMERCIAL NEWSLETTERS: CONSIDER WAYS TO IMPROVE COMMERCIAL NEWSLETTERS. WOULD CIRCULATION OF VARIOUS NEWSLETTERS AMONG EASTERN AFRICAN POSTS BE ADVANTAGEOUS? IN PARTICULAR, COULD NAIROBI ALSO SERVE AS REGIONAL DISTRIBUTION POINT OF SUCH NEWSLETTERS TO U.S. BUSINESS VISITORS?

6. FYI: USDOC AIRPOUCHED MULTIPLE COPIES OF ITS UNCLASSIFIED

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BROCHURES AS REQUESTED PARA. 6 REFTEL. EXIMBANK LITERATURE IS BEING PRINTED AND NOT CURRENTLY AVAILABLE. PLEASE SUBMIT NAMES AND ADDRESSES OF CONFERENCE PARTICIPANTS WHO WOULD LIKE TO RECEIVE THE BANK'S FY 1974 ANNUAL REPORT AND THE NEW SINGLE-VOLUME BROCHURE DESCRIBING EXIMBANK FACILITIES. REQUESTS SHOULD BE FOR THE ATTENTION OF LARRY LUTHER, EXIM. KISSINGER

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